


THE REVIEW

Vol. XXXV—No. 47

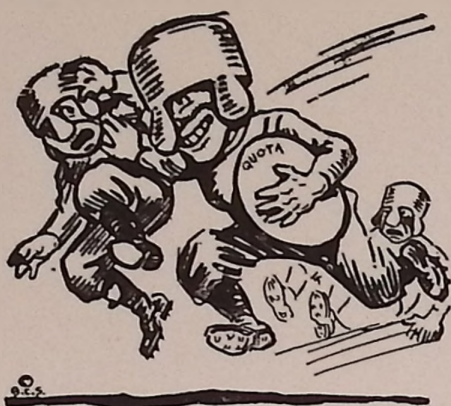
October 30, 1941

WE OURSELVES
THE BETTER
SERVE BY SERVING
OTHERS BEST



... The Statue of  Liberty Speaks!

See Jewett Ricker's
Letter In This Issue



Getting the Most Out of Life

BY WILLIAM L. STIDGER

Falling on the Ball

When anybody mentions the name of Branch Rickey, I instinctively think of him as a football coach, rather than as a great baseball player and manager. My first acquaintance with him was when I was fullback on an Allegheny College team back in the early part of the century, and he was our coach. He taught me some of the most important lessons I ever learned.

I remember my last season on that team. I had an exalted idea of my importance. I felt it was a bit beneath my dignity—as one of the stars who could run 100 yards in 10 seconds and shoot a forward

pass with speed and accuracy—to demean myself in practice periods by “falling on the ball.” Besides I skinned my elbows, hands and legs in doing it on the frozen ground.

Falling on the ball seemed like child’s play to me. It was all right for the scrubs, but not for an experienced player, who should save himself for more important matters.

Then one day Branch Rickey took me aside and talked to me like a Dutch uncle. He told me that no man could be a real player who wasn’t willing to keep or practicing the fundamentals—that it was necessary to have an “instinct” for falling on the ball, so that he did it unconsciously with relaxed and limbered limbs until he couldn’t injure himself if he tried.

He declared that the man who was always trying to save himself was the one who invariably got hurt, that the man who hurled in his body in complete abandonment and self-forgetfulness on that ball, whenever and wherever it fell, was the player who came out unscathed, but that the man who fell on it gingerly, carefully, who tried to keep himself from getting hurt, was the one who always got hurt.

Branch Rickey was right. We have a lot of falling-on-the-ball to do in life. Every phase of life has its drudgery, but it is the man who is willing, ever and always, to fall on the ball—it is he who helps his team to win the big games of life.

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

XXXV

JOLIET, ILLINOIS, OCTOBER 30, 1941

No. 47

WATCH YOUR TIME DOLLARS! DIG IN, IN NOVEMBER!

Saturday of this week is November 1st—the beginning of the two Holiday Months—17 or 18 more working days in the Christmas Club Contest depending on whether you observe Thanksgiving on the 20th or 27th. It is a **TIME SIGNAL** and I know that you are all conscious of it and making every minute count.

The job seems bigger and bigger every day. It means a complete coverage of your territory, driving for every order and every dollar's worth of business from the procrastinator among new accounts and the old customers who have put off buying. It means appointments and contacts being made **NOW** for the **OPENING OF THE NEW SEASON**, among competitor's customers and prospects, new accounts and old customers; a complete clean-up of the territory on customers who represent your mailing list. There is a lot to be accomplished these next thirty days.

You have received the "Going Places" folder explaining the advantages of Complete Calendar Campaigns. These have been mailed to every buyer on our house calendar list — thousands of customers and prospects from coast to coast. The purpose is to remind calendar users of the effectiveness and economy of Complete Campaigns, and to urge them to place late orders for 1942 calendars now. You can use them when you explain the Complete Campaign idea. You can leave them with good prospects, writing your quotation on the back cover of the little booklet. Truly, the business man can go places with the family and effectively invite them to trade with him through complete calendar campaigns.

You are coming through with flying colors in October and I know that you are planning to go places in November. Count your Christmas Club Credits every day. That will inspire you and spur you on. That **PLUS \$100** or that **PLUS \$1,000** worth of business over your goal is the **ADDED PROFIT**.

Yours for A **GRAND FINISH** to add to the **WONDERFUL JOB** you are doing in 1941. **THANKS.**

J. Mackey

RISING AUTO ACCIDENT TOLL BRINGS ACTION

Nation-Wide Traffic Emergency Traffic Law Enforcement Planned

By DAVID WILKIE

Associated Press Automotive Editor

Detroit, Oct. 27—Forty thousand and five hundred deaths 1,750,000 non-fatal injuries \$2,000,000,000 in economic loss . . .

That, according to authoritative sources, will be the automobile traffic accident toll during the calendar year 1941; it will be the heaviest cost in life, limb and property in the history of highway transportation. Highest previous year was 1937 when death came to 39,643 persons and injury to more than 1,500,000 as the result of motor vehicle traffic accidents.

Early next month initial steps are to be taken in the application of an emergency traffic law enforcement program developed by the nation's police chiefs, its

mayors, prosecuting attorneys, judges and others having to do with the law and its administration. Invitations already are going out to a point meeting in Washington of representatives of these various officials with the drafting of a uniform enforcement plan as the objective.

Plan Zone Meetings

Subsequently zone meetings would be held in various sections to give local application to the program drafted on a national basis. Already advanced for inclusion in the emergency traffic law enforcement program are proposals that every police officer be designated a traffic law enforcement agent; that greater use be made of license suspension and revocation statutes, and that every accident case be taken into court for adjudication rather than to traffic violations bureaus for settlement thru the payment of pre-determined fines.

Officials sponsoring the proposed program are emphatic in assertion is not to be merely a "drive" of brief duration or of sporadic incidence. Instead, they explain, it is to be a continuing effort, to reduce the tragedies of the highways by impartial but persistent enforcement of existing ordinances. It is a program, they add, that suddenly will affect some 45,000,000 motor vehicle drivers.

LEGISLATION CAN'T DO EVERYTHING

The law may punish drunken and reckless drivers, but it can't teach children to Play Safe. That's our job; yours and mine. How well are we doing the job?

How many schools and industrial plants in YOUR territory will display Safety First calendars this coming year?



THERE IS VERY LITTLE TIME LEFT

There is very little time left and much work to be done in closing our campaign for 1941. Many of our customers can still be convinced that it is good judgment to complete there campaigns by using home calendars, if they have bought only rolls for public places, or vice versa. Many of our customers will still buy greetings, blotters or some other part of our line.

Business for nearly all lines is reaching new highs in volume, because the money that has been spent in Defense projects has been spread into all lines of industry. Local retail merchants are all prosperous and should be convinced of the need for building more good will than ever before.

Starting Monday morning, the new prices go into effect. The increases are small and will not stop buying because all business men anticipate and expect increased prices and realize the necessity for it.

Your time should be scheduled each of the few remaining days of the season, and no matter how many call-backs you have, an hour or two of each day should be reserved for contacting new people. Every new customer you can sell in November will mean a definite prospect for January and February.

James R. Talcott



**THE DEADLINE ON PARAGON SALES
FOR CHRISTMAS DISTRIBUTION IS
MONDAY, NOVEMBER 10TH**

Please make a note of this date on all items in the Paragon Line for Christmas distribution.

Have You Any Orders in the Paragon Held File?

IF YOU HAVE ORDERS THAT ARE BEING HELD FOR INDIVIDUAL NAMES, CUSTOMER'S COPY, OR FOR ANY PURPOSE WHATEVER, PLEASE GIVE US THE GO-AHEAD ON OR BEFORE NOVEMBER FIRST.

REFER TO PAGE 4 OF PARAGON PRICE-BOOK

You will find under the head of Important Instructions that we reserve the right to ship goods without gold-stamping unless we have complete copy by November First.

Next Saturday is November First and we're going to put those holding orders through unless you can show us AT ONCE any good reason why we should not do so.

American Quiz!

Liberty Enlightening the World, more often called the Statue of Liberty, is on land owned by the Federal Government—Bedloe Island in New York Harbor . . .

1. On which of the following dates was the statue unveiled?

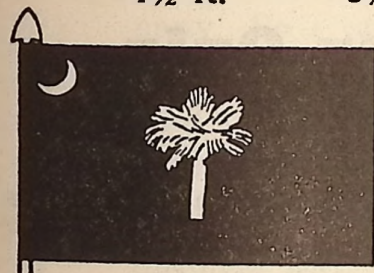
1815 1886 1900 1914

2. The sculptor who designed this famous and beloved statue was one of the following. Which?

Frederic Bartholdi Isaac Bedloe
Lorado Taft M. DeLesseps

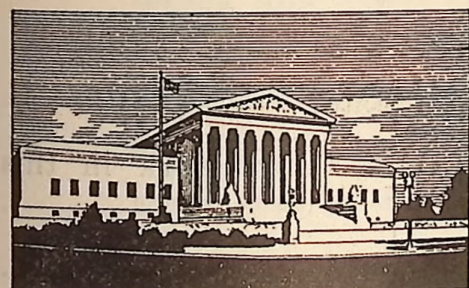
3. The length of Liberty's nose is:

4 ½ ft. 8 ½ ft. 15 ½ ft.



4. The banner shown here is blue with a white design. It is the flag of the Palmetto State, which is:

Florida South Carolina Georgia



5. The important work done in this famous building is carried on by a group of:

Nine men
Twelve men
Ninety-six men



6. This handsome flag was designed back in the Twenties by a 13-year-old boy, Benny Benson. There are eight bright stars arranged upon a field of dark blue, and the stars represent:

The Great Bear Aurora Borealis
The Southern States

7. WHERE DO THESE QUESTIONS AND ANSWERS ABOUT AMERICA APPEAR? WHY DO THEY MEAN DOLLARS-AND-CENTS FOR G-B SALESMEN?

(Answers on next page!)



REVEILLE

for

Direct-Mail

Sales!



Answers to American Quiz

(Questions on preceding page)

- 1.** As Miss Liberty herself tells you in her "autobiography" in this issue, the statue was unveiled on Oct. 28, 1886.
- 2.** Frederic Bartholdi designed the Statue of Liberty.
- 3.** The length of Liberty's nose is $4\frac{1}{2}$ feet.
- 4.** South Carolina is nicknamed the Palmetto State.
- 5.** Nine justices of the United State Supreme Court work in this building.
- 6.** The constellation of the Great Bear is shown on the flag of Alaska. The seven small stars form the Big Dipper, and the large star in the upper right corner is the North Star.
- 7.** THESE QUESTIONS AND ANSWERS ABOUT AMERICA ARE A FEW OF THE 120 TIMELY QUIZ QUESTIONS IN SQA-4, A BRAND NEW SERIES OF HOUSE ORGAN FOLDERS TO BE SAMPLED SOON.

SQA-4—"Questions and Answers about America" sound reveille for monthly service sales! Wake up! Plan to sell an order in every town in your territory! The new folders are on the press, and they'll be sampled soon with "Service Sweeties," the new series of Buell girls. **WATCH FOR THEM!**

IT PAYS TO READ THE REVIEW

(See inside back cover of issue of May 22nd.)

It might be interesting to you to know how I secured this order for "Come Back Here" for the Wingland Lumber Company.

So far I had not sold "Come Back Here" in Bakersfield, as I drove by the Wingland Lumber Company, I thought of the idea in The REVIEW sometime ago of where "Come Back Here" was ideal for a lumber company. So I turned around and stopped.

I took my samples of "Come Back Here" and after explaining how he could secure a valuable background for his business by placing his sign in some of the nearby business establishments, I showed "Come Back Here," telling him it was made just for him. He agreed with me and that he would be willing to put about \$1.00 a week into the START of a campaign. It was a little order of \$41.65, but Mr. Cannon is a very sensible man and I know that in the future his calendar order will grow.

As "Jim" says, it is worth to me \$100 over a period of years.

Very truly yours,

A. S. HARTMAN.

WITHDRAWAL - FDL107

THE STATUE OF LIBERTY SPEAKS

Today—October 28, 1941—is my fifty-fifth birthday!

If you are a native-born American, this may not mean much to you. You have—in this case—enjoyed the blessings of liberty all your life. You have never known what it means NOT to be free. You have never fully appreciated the sacrifices that were made to give you the privilege of living your own life in your own way. You have taken these things for granted; assumed that you would ALWAYS have them.

Let me tell you something.

For fifty-five years I have looked across the sea to the troubled lands of Europe. I have seen the peoples of almost every nation on the continent engaged in the age-old struggle for freedom. For a while—inspired and encouraged by the success of the “American experiment”—it seemed as though individual liberty would become the universal way of life.

The people of France were so sure of this, that—though almost crushed by the five billion franc indemnity imposed upon them by Germany as a result of the Franco-Prussian War—they went down in their jeans to provide the money required for MY construction. They wanted to build me in New York harbor in commemoration of the centennial of American independence.

Finally, on the day I was unveiled on Bedloe’s Island, all humanity rejoiced. Just the knowledge that I was there—welcom-

ing those of the Old World to the freedom and opportunities of the New World—renewed the faith and hope of the downtrodden people of every land.

Holding my torch of liberty three hundred feet above sea level, I have been acclaimed the most soul-stirring sight in all the world. Of course, it is not for me to say that this is true. But I do know that—since my dedication on October 28, 1886—over twenty-six million men, women and children have come to me from the lands across the sea. I know, too, that millions of these people have gotten down on their knees and thanked God when they first gazed upon my upraised torch. Thousands of times I have seen shiploads of people crying tears of gratitude as they passed me on their way to the only liberty and security they had ever known.

In recent years, though, I have done a lot of thinking. As I have looked across the Atlantic and seen nation after nation crumble and fall—as I have seen millions upon millions of people once again become enslaved—I have wondered if mankind will ever, EVER learn that liberty can be preserved only if those who want it and love it are willing to make sacrifices in its behalf. France! How often I think of the poor, deluded people of France who were lulled to sleep by the appeasers, the pacifists, and the traitors of the post-Foch era!

Then, when I am thinking of these things, I wonder if there is not some way in which I can turn around and FACE my

country and my own people—implore them to read aright the lessons of the few years, and trust no one who is unwilling to make sacrifices—REAL sacrifices—in the defense of America.

Over in all my fifty-five years of experience, have I seen all of the things I stand threatened as they are today. Yet, as are these external threats, they do not worry me half as much as the things that are going on BEHIND my back—the lagging of our defense program, the difficulties, the political machinations, the petty squabbles, the selfish ambitions of little men, the stirring up of racial, class and class bitterness, the physical and verbal sabotage! These are the things that WORRY ME because only through community of those who stand behind me it will be possible to continue to keep my shining torch through the darkness of human despair.

LIBERTY ENLIGHTENING THE WORLD!

That is my official name. Today I am even, than that. I am the one beacon that MUST be kept burning, whatever the cost may be. Make no mistake about that. Go out, the light of the world dies. Not in a thousand years will it be regained as WE have known it.

I WILL NOT GO OUT!

My country of ours is strong enough, great enough—IF IT ACTS IN TIME to stem the tide of tyranny and relight

the beacons of liberty in every corner of this earth. The danger is that we may refuse to act until Britain, Russia and China have become so weakened that we shall be obliged to carry the whole burden alone. Even my own great America will not be strong enough for that. One light of liberty in a “blacked-out” world is not enough!

Arise, AMERICA!

Youngest, greatest, strongest of all the nations, you cannot, you must not, you DARE not, shirk your duty to YOURSELF. As now constituted, this is no ordinary war. It is a life and death struggle—it is THE life and death struggle—between the forces of liberty and the forces of tyranny. One or the other GOES when this war is ended.

Unite behind me, men and women of liberty-loving America! The hour is late. The time is short. There is not one minute to lose. The more we talk—the more we argue—the more we delay—the greater will be OUR cost in “blood, in sweat, in tears.”

Today we have WITH us the greatest and most potentially powerful nations on earth. Tomorrow we may stand ALONE.

Hold high my torch of Faith and Courage.

Keep my light of liberty burning.

Today—more than ever before—I am the hope of the world!

—THE STATUE OF LIBERTY.
(as “told” to Jewett E. Ricker.)

BIG ENOUGH TO SERVE YOU, NOT TOO BIG TO KNOW YOU

IT ISN'T NEW BY ANY MEANS, BUT IT CLICKS SEVEN TIMES OUT OF TEN. THIS TIME IT BRINGS HOME A \$50 ORDER FROM AN AUTOMOBILE DEALER.

Today, a certain idea, suggested to me by Mr. Jack Saunders, worked for me again as it has done several times.

I was "dead-set" on selling this auto dealer a service of "Spanky's Safety Patrol." However, to be more completely fortified I also took into his office with me my samples of "Spirit of America" and "Rah! Rah! Rah!" Well, here's the order for, 15, R-5 "Rah! Rah! Rah!" and 200 CC421B "Rah! Rah! Rah!"

It "clicked" instantly, so I usually try to remember to take in addition something other than the one number I really go in to sell.

Sincerely,

A. H. OSCHMANN.

P.S.—If this isn't being practiced by some of the men perhaps the idea is good enough to pass on to them.

THE BUSINESS BOOM IS STILL GATHERING MOMENTUM

Leo Levin of Utah, with a \$1,400 sale to a dealer in Builders' Supplies, is in top place for the week, selling a complete campaign to reach the entire "Barkley Family"

A. A. Bender and Mrs. Peterson, each with a conqueror's total lead a big army of go-getters to another triumphant week

Leo Levin's big order calls for "Silent Summer Sea" in three sizes of billboards and hangers and comes from a big dealer in LUMBER AND BUILDERS' SUPPLIES.

A. A. Bender made six sales for \$1160—
"Steady"—AUTO REBUILDERS.
Sympathy Cards—FUNERAL HOME.
Paragon—FLORIST.
Pencils—HOME LOAN.
Pencils—PLUMBING SUPPLIES.
Pencils—SERVICE STATION.

Mrs. Peterson brought in twelve nice ones for \$1,000—
"Service Sweeties"—REFRACTORY PRODUCTS MANUFACTURER.
Paragon—ELECTRIC CALL SYSTEM.
Pencils—LUMBER DEALER.
Pencils—SERVICE STATION.
Acknowledgment Cards—FUNERAL HOME.
"My Bonnie"—COAL AND ICE.
"Spirit of America"—BUILDERS' SUPPLIES.
Paragon—PRINTER.
Pencils—MILLWORK.
Paragon—LUMBER.
Pencils—LUMBER.
"My Diary"—DEPARTMENT STORE.

Alan J. Kidd of Nebraska made an \$837 sale of Baby Record Booklets to a DAIRY.

A. A. Muldrew of Kansas sold Religious Calendars and "Spirit of America" to a FUNERAL DIRECTOR for \$700.

J. B. Kasper made four sales for \$552—
"My Diary" to a FUNERAL DIRECTOR.
Pencils to a MANUFACTURER.
Pencils—ASPHALT PRODUCTS MANUFACTURER.
Pencils—CHEMICAL WORKS.

E. F. Phillips brought home nine—

Greetings—STONE CUTTER.
Ger-Bars—GROCER.
Knives—TOOL WORKS.
Acknowledgment Cards—FUNERAL HOME.
Paragon—GRANITE WORKS.
Letter Openers—MEMORIAL DEALER.
Key Cases—CAFE.
Defense Posters—MEMORIAL MANUFACTURER.
FD Service—FUNERAL HOME.

S. E. Adams of Colorado chalks up seven for \$250—

"Spanky Safety Patrol"—FLORIST.
"Rah! Rah! Rah!"—COAL DEALER.
Ger-Bars—GARAGE.
Paragon—FUEL DEALER.
Pencils—OPTOMETRIST.
Key Cases—CAFE.
Ger-Bars—AUTO REPAIRS.

K. M. Bender rolls up ten for \$500—

Metal Calendars—BEAUTY SHOP.
Defense Posters—ARTIST.
"Hello Everybody"—MERCANTILE COMPANY.
Phone Index Calendars—DRUGGIST.
"I See by the Papers"—WELL DRILLER.
Pencils—FUNERAL DIRECTOR.
Business Calendars—BUILDING AND LOAN ASSN.
"Forever Yours"—BEAUTY SHOP.
Metal Calendars—EXTERMINATOR.
Key Cases—SERVICE STATION.

Fred Bell—Six sales—

Greetings—METAL WORKERS.
Memorial Records—FUNERAL HOME.
Pencils—FUNERAL HOME.
Paragon—FUNERAL HOME.
Paragon—FUNERAL DIRECTOR.
Billfolds—FUNERAL DIRECTOR.

Guy Dean—Seven sales \$250—

"Here Peace and Happiness Abide"—BUILDERS' SUPPLIES.
Greetings—PERSONAL.
Paragon—HOUSEHOLD APPLIANCES.
Key Cases—FORD DEALER.
Pencils—LUMBER DEALER.
Key Cases—USED CAR DEALER.
Pencils—TRUCKER.

Clyde Estes—Six for \$250—

Defense Posters—MONUMENT WORKS.
Bluebird Ger-Bars—FURNITURE DEALER.
Pencils—SERVICE STATION.
Key Cases—AUTO DEALER.
Business Calendars—PROTECTIVE ASSOCIATION.
"Spirit of America"—MACHINE SHOP.

Ed. Gerrish—Seven for \$225—

Defense Posters—CHEVROLET SALES.

"Puppy Love"—DAIRY.

"My Bonnie"—FEED AND GRAIN.

Blotters—MERCANTILE COMPANY.

Business Calendars—BANK AND TRUST COMPANY.

Billfolds—WELDER.

Business Calendars—HARDWARE DEALER.

G. W. Hawkins—Seven for \$300—

"When a Feller's Got a Friend"—MERCHANT.

Business Calendars—METAL WORKER.

Metal Calendars—AUTO REPAIRS.

Paragon—FUNERAL DIRECTOR.

Acknowledgment Cards—FUNERAL HOME.

Pencils—MEMORIAL DEALER.

FD Service—FUNERAL HOME.

A. H. Laun—Six Sales—

"Come Back Here"—LUMBER DEALER.

"Coming In"—BUILDING AND LOAN.

Paragon—FURNITURE STORE.

Paragon—BURIAL VAULTS.

Greetings—INSURANCE AGENT.

Pencils—BURIAL VAULTS.

Glenn Woods of California sold special calendars to a SEVEN-UP BOTTLER for \$328.

J. Phillips of Indiana sold special calendars to a DISTILLERY for \$331.

Talerico's best out of several nice ones was a \$110 sale of Safety First calendars to a LAUNDRY.

Sam Haynes' best out of several is a \$150 sale of Desk Memo Pad Calendars to a MAYONNAISE MANUFACTURER.

T. S. Gosten's best out of six is a \$135 sale of Paragon to a TRANSFER COMPANY.

A. V. Clapp scored four times—his best a \$108 sale of Religious Calendars to a FUNERAL DIRECTOR.

Charlie Chamberlain's best two out of four were a \$320 sale of Perpetual Calendar Pencils to a LOYAL ORDER OF MOOSE, and a \$102 sale of Pencils to a FORD DEALER.

Miss Melcher's best of four good sales is a \$267 sale of Paragon to a DEALER IN AUTO PARTS.

P. M. Winter of Pennsylvania sold Special Calendars to a STATE BANK for \$302.

A. W. Thurn made a \$165 sale of Pencils to a TRANSFER CO.

H. Thiele of New York made four sales—his best a \$100 sale of Paragon to a REAL ESTATE AND INSURANCE AGENT.

Sam Raborn of West Virginia sold Paragon Pocket Comb and Nail Files to a YELLOW CAB COMPANY for \$242. This is a new account.

Jack Saunders made a \$146 sale of Greetings—"The First Snow-fall" to a CHEVROLET DEALER—a new customer.

RYAN PERRY JOINS THE ORDER OF VICTORY

Mr. Perry rolled up a total of six orders and a volume of \$1,078. His biggest is a \$940 sale of special calendars to a BEVERAGE MANUFACTURER, a new customer.

Herman Grotte sells six nice orders for \$630. His best a \$225 sale to a FURNITURE DEALER and a \$150 sale to a MANUFACTURER.

Ed. Sierer makes eight sales for \$450. His best a \$142 sale of Paragon to an old customer.

E. P. Pittman sells fourteen straight for \$542. Defense Posters to a NATIONAL BANK for \$101, "Happy Bluebird Family" to a FLORIST, "My Blue Heaven" to a LAUNDRY, Gas Tank Greetings to an AUTO DEALER, and ten other nice sales to as many lines of business.

Harold Ricker sold eight orders for \$421. His best being a \$169 sale of Paragon to an EXPRESS COMPANY.

E. E. Meyer made eight sales for \$538. His best being a \$222 sale of Business Calendars to a GEAR MANUFACTURER.

Mr. Reynolds, of the Hoosier State, scores seven times for \$267 and brings home seven new customers. His best is a \$132 sale of Paragon to a METAL WORKS.

L. B. Nobles made seven sales for \$253 and made seven new customers.

Larry Moss sold nine orders for nearly \$300. His best is a \$150 sale of Paragon to a HOSIERY MANUFACTURER. As everyone knows, the hosiery manufacturers can't begin to supply the demand, but that doesn't mean they can't invest a few dollars in the good will of their customers against the time when they'll need plenty of good will.

A. C. Miller of Indiana made seven sales for \$232. His best being a \$100 sale of "Their Priceless Heritage" to an INSURANCE AGENCY.

H. R. Messick of Iowa scores ten hits for \$200—eight to brand new customers.

Ray Lehman of Pennsylvania made five sales for \$275. His best a \$135 sale of "The Joy of Living" to a COLD STORAGE COMPANY. This order calls for the new "ICE FACTS" calendar and brings us a brand new customer. How many times have YOU sold "Ice Facts"?

V. A. Magnuson made four sales. His best a \$105 sale of "My Bonnie" to a FURNITURE DEALER—a brand new customer.

A. H. Oschmann of Indiana made six sales and created five new accounts. His best a sale of "All-American" Billboard Calendars to a COAL DEALER. The outstanding copy line on this order reads as follows: "DEDICATED TO THE CAUSE OF AMERICANISM IN OUR COUNTRY."

E. F. Turner of Iowa, makes eight sales and four new customers.

Lynn Walker scores six sales for \$250. His best being a \$105 sale of "My Diary" Baby Booklets to a CHILDREN'S SHOP.

O. M. Wildman, of California, makes twelve sales for \$285. Four to new customers.

George Wilkins of Nebraska made seven sales and three new customers.

Frank Zimmerman made six sales for \$313. His best being a \$100 sale of "Puppy Love" to a FUNERAL DIRECTOR.

"Doc" Sage scores seven times and makes four new customers.

King Gerlach makes seven sales for \$365. His best a \$200 sale of Key and License Holders to a CANNER OF CITRUS FRUITS.

Ralph Bond makes seven sales for \$245. His best being Farm Record Calendars to an INSURANCE AGENCY and to a STANDARD OIL SERVICE STATION.

G. D. Bragonier made six sales for \$227—four to new customers.

W. J. Eggleston made seven sales for \$250. His best a \$100 sale of Metal Desk Calendars to an AUTO SALES COMPANY, and three new customers.

Frank Raitz's best out of five is a sale of Will Rogers calendars to a STATE BANK, to advertise, "A NAME THAT GROWS WITH THE YEARS."

Harry Timothy's best out of five sales is a nice sale of Blotters—"Kiddies, Inc." to a MARKET.

Walt Olson made five sales. His best a sale of 300 DeLuxe Calendars, "Happy Bluebird Family" to a dealer in FUEL AND CONCRETE PRODUCTS.

Joe Henderson's best two out of five, HG4286 to a BEER DISTRIBUTOR and HG4287 to a STATE BANK.

Charles Caldwell's best out of four is a \$75 sale of Paragon to an OIL REFINERY—a new customer.

W. C. Johnson of California scored four times. His best a sale of Blotters—"Poems Without Words" to a WOMEN'S APPAREL SHOP.

H. Akerman, of Michigan makes two sales of Paragon for a total of \$426, a \$310 sale to a DIE AND STAMPING COMPANY and a \$116 sale to a MACHINERY CONCERN. Both are new customers.

Craig Sohn's best of the week is a sale of 250 D-80, "Wanted—a Home" sold to a PLUMBING SUPPLY HOUSE, a new customer.

Bill McNerney is here with three nice ones. His best a \$70 sale of Blotters, "Dogs by Dennis" to a CLEANER—a new customer.

Randolph Lipford's best for the week is a \$100 sale of Pencils to a MACHINE SHOP.

Harry Timothy made five nice sales. His best a sale of "Come Back Here" to a CREAMERY.

A. S. Hartman made six sales for nearly \$200. His best being "My Bonnie" in R-2 and R-8 to a PLYMOUTH DEALER who uses the copy suggested by Mr. Hartman, "A LITTLE CHILD MEANS MORE THAN A LITTLE TIME, DRIVE CAREFULLY."

C. J. Anderson created a new account with a \$100 sale of last edition Billboard Calendars to an AVIATION SCHOOL.

C. P. Cook's best sale of the week was 1000 HG4231, "The Bridge" sold to a manufacturer of INSULATING FIBRE.

Ben Gatliff's best of three is a \$100 sale of Will Rogers—a complete campaign, sold to a DODGE AND PLYMOUTH DEALER.

Jut Laing's best out of three was a \$100 sale of Pencils to a LIQUOR DEALER.

Jut also sold "First Snowfall" Greetings to an ELECTRICAL CONTRACTOR.

Jack Moore's best out of four is a sale of 350 Dairy Calendars, employing the subject, "A Long Life and a Healthy One" to a DAIRY.

Dan Morrissey's best out of three is a \$100 sale of Religious Calendars to a FUNERAL DIRECTOR.

H. L. Nickels of Hawaii makes a \$102 sale of Safety First Calendars to a CLEANER.

L. E. Page made four nice sales, his best a sale of 500 HG4289 to a MERCANTILE CONCERN, a new customer.

G. H. Sowards of North Carolina makes four nice sales, his best "Proud Mothers" in R-2 to a LIVESTOCK DEALER and "I See by the Papers" to a PACKING HOUSE. Both are new customers.

O. G. Steding's best of three is a \$100 sale of Paragon to a RECREATION CENTER, a new customer.

J. Milton Wigley's best of four is an \$86 sale of "Ready for a Canter" sold to a LIVESTOCK COMMISSION HOUSE.

Allen Cooper sold special calendars to an AUTO BODY AND TRAILER MANUFACTURER for \$155.

Bert Stiff sold "Here Peace and Happiness Abide" to a PRINTER for \$135.

Fred Shallish's best of four is a \$108 sale of "Ship Surprise" to a FRUIT AND VEGETABLE BROKER.

C. M. Roadstrum sold Pencils to a MACHINE SHOP for \$126.

Nick Osburn sold Greetings to an INSURANCE AGENCY for \$115.

J. L. Morrissey sold "The Captain" to a WHOLESALE GROCER for \$141.

Leo Himelhoch made four hits; his two top ones being a \$235 sale of FD Service and a \$140 sale of "Coal Facts" to a COAL DEALER.

Clifford Higgins made a \$387 sale of Paragon to an INSURANCE UNDERWRITER.

Bill Herrmann's best of four is a \$150 sale of Pencils to a TOOL MAKER.

C. F. Gordon made five sales, his best a \$200 sale of Pencils to a COAL DEALER.

Harry Etter's three best are Floral Cards to a FUNERAL DIRECTOR for \$113, Greetings to a DAIRY for \$87 and "Our America" to a HATCHERY for \$67.

B. A. Day made a \$163 sale of "Spirit of America" to a MANUFACTURER.

Charles Clayton scored three hits, his best a \$107 sale of Paragon Billfolds to a FUNERAL DIRECTOR.

Lou Byrne's best of several was a \$130 sale of "The Guiding Hand" to a FUNERAL HOME.

H. C. Busack sold Business Calendars to a LAUNDRY for \$114.

G. W. Bullard sold Pencils to an ICE AND FEED DEALER for \$132.

Marvin Mitchell made eight sales to the following lines of business: TRUCKER, ELECTRIC CONTRACTOR, FUNERAL HOME, RECREATION CENTER, SERVICE STATION, HEATING CONTRACTOR.



**BE SAFE — BE SURE
INSURE IN SURE INSURANCE**

K. H. GERLACH INSURANCE AGENCY

Your Protection — Our Business

1941	OCTOBER						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31	-	

IT'S FAR BETTER

TO OUT-THINK

A BUYER

THAN IT IS

TO TRY

TO OUT-TALK HIM